Avolta

Customer Experience Tracking 2023

FY 2023 (April 2023 – Jan 2024)



BRAND AWARENESS

NielsenIQ - Consumers and Marketing Insights

May 2024

Research objectives & Design

Project lead by:

Global Customer Insights Team

In partnership with:



Nielsen IQ
Consumers and Marketing Insights

- Investigate travellers' profiles, habits, purchasing drivers, barriers & triggers
- Measure the customers experience after purchase in Avolta & competitors' stores
- Track performance in F&B functional and emotional areas
- Deep analysis and tracking of brand image, consideration, positioning, etc.
- Measure customer sensitivity towards sustainability and impact on experience

Target

- ✓ Population 18+ who travelled and purchased F&B in the last 4 weeks
- ✓ Nationally representative for gender, age and area
- ✓ Purchased in Avolta or competitors' brands

Method

- ✓ C.A.W.I (Computer Assisted Web Interviewing)
- ✓ Fieldwork 2023: 7th Apr – 9th Jan '24

	HMSHost By Avolta NORTH AMERICA	Autogrill By Avolta EUROPE					HMSHost By Avolta EUROPE		
	USA	Italy	France	Belgium	Switzerland	Germany	Netherlands	UK	TOTAL
Motorway		3.781	1.800	569	643				6.793
Airport	8.998	2,318		592	779	1,428	1,692	1,774	17.581
Railway		1,424		338	390	1,594	817	1,228	5.791
Total IWS	8.998	3,746	1.800	1.499	1812	3,022	2,509	3,002	30.165



Project governance

A specialized and trained team with specific know-how will be responsible for the project execution and will follow Avolta during all steps of the research, in all the countries monitored:





BRAND AWARENESS KPIs explanation

It is the amount to which people can recall or recognize a brand under various settings. There are different forms of brand awareness:

Unaided

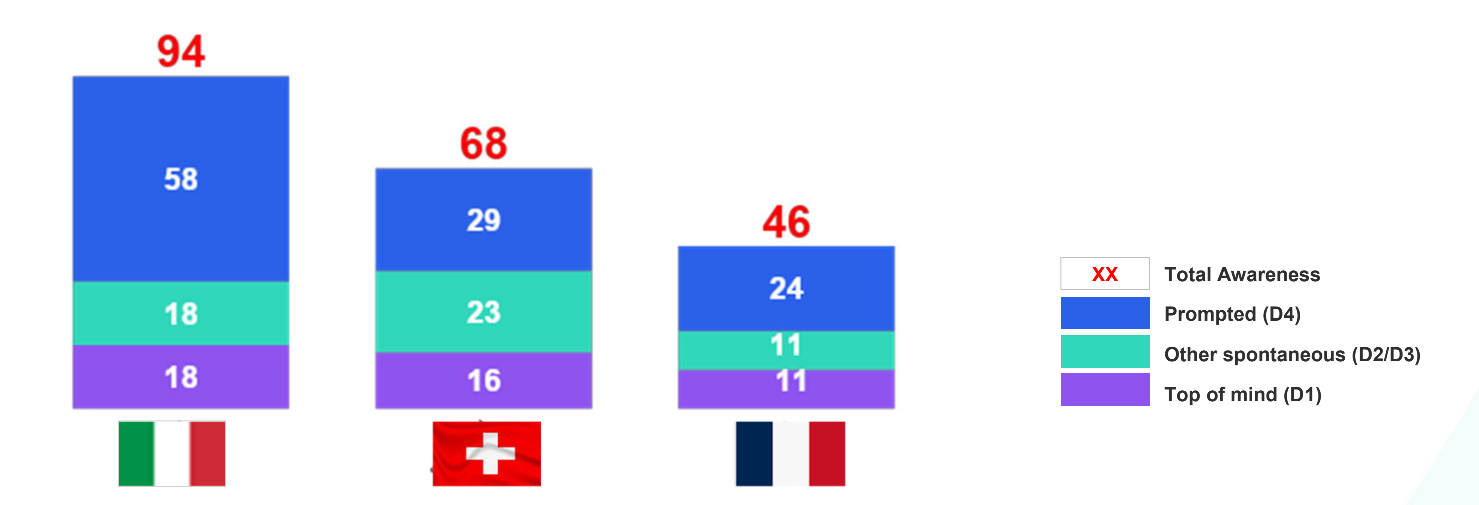
- **Top Of Mind (TOM):** this is the first brand that springs to mind when a client is asked an unprompted question about a category. It is usually examined with the question: "Which ONE brand first comes to your mind when you think about ….?"
- **Other spontaneous:** when questioned about unaided brand awareness, these are the other recalled brands that spring to mind for people. These are common follow-up inquiries from TOM, for example "Can you think of any other brands of ….?"

Aided

- **Prompted**: aided brand awareness is the recognition of a brand when presented with a list of brand names or logos. Unaided awareness is a far more challenging assignment for the respondent than aided awareness, and brand size is an issue that should be considered

AUTOGRILL Brand Awereness in the Motorway





- Autogrill's brand awareness refers only to the Motorway channel
- The logo used for the Prompted Awareness question is the rectangle red logo, an example below:

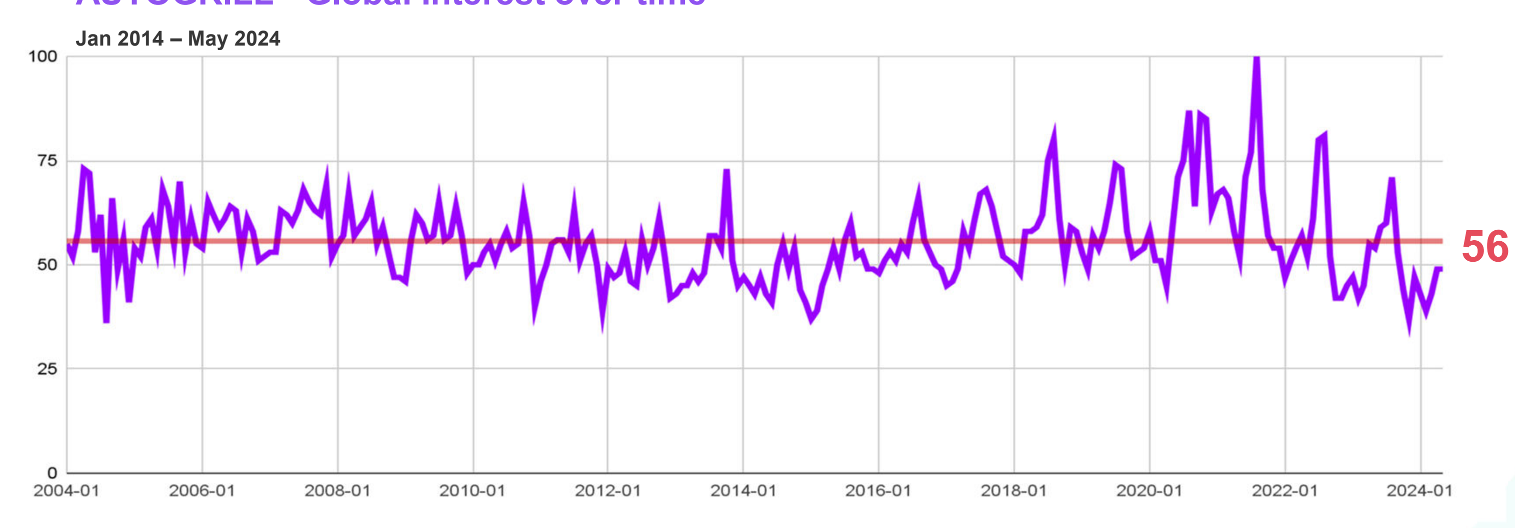


% Values, Base in 2023: Italy n=3,780; Switzerland n=643; France n=1,800
D1. Which ONE brand first comes to your mind when you think of where to purchase food in MOTORWAY in [COUNTRY]? [Single Answer]
D2. And the second one? [Single Answer]
D3 And the third one? [Single Answer]
D4. Which of these brands are you aware of when thinking of food service choices in MOTORWAY in [COUNTRY]? [Multiple Answer]



Autogrill reach an average level of interest as 56 in the last 10 years globally

- The queries relating to Autogrill mainly concern the stock exchange and the motorway business.
- The main country of research is Italy, followed at a distance by Switzerland and other European Countries



Interest over time

It shows how popular a search term is over a specific period. Numbers represent search interest relative to the highest point on the chart for the given region and time. The resulting numbers are then scaled on a range of 0 to 100 based on a topic's proportion to all searches on all topics. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular.

TOP Related queries

Terms related to «AUTOGRILL» that users used during their search

- **Azioni**
- **Autostrada**
- **Quotazione**
- **A1**
- **Borsa**
- **Vicino a me**

Interest by Region/Country

The location «AUTOGRILL» was most popular during the specified time frame.

- **Italy** *100%*
- **Switzerland** *17%*
- **Belgium** *7%*
- **Slovenia 5%**
- ***France** 5%*
- **Austria***5%*

Source: Google Trends – From Jan 2014 to May 2024



THANK YOU.

Avolta